

# Infographic: Gen Z and Millennial marketing magic

Generational marketing insights and how **Gen Z and Millennial** B2B marketers shine

For a deeper dive into these findings, please enjoy the **Generational Guide to Gen Z and Millennial Marketers**. For a bigger picture, **The 2024 B2B Marketing Outlook: The Data Confidence Divide** is our latest research findings from 429 marketers from around the world that uncovers how marketers are feeling about their data strategy, reaching evolving audiences, and fostering authenticity and engagement while using AI.



Let's see how younger marketers are making marketing magic and a big impact on today's B2B marketing scene.

## The rise of Gen Z and Millennial B2B marketers

According to **Forrester**, Gen Z and Millennials make up **71%** of business buyers.

This group is growing in influence and approaches buying differently than Gen X and Boomers.

**Who are they?**

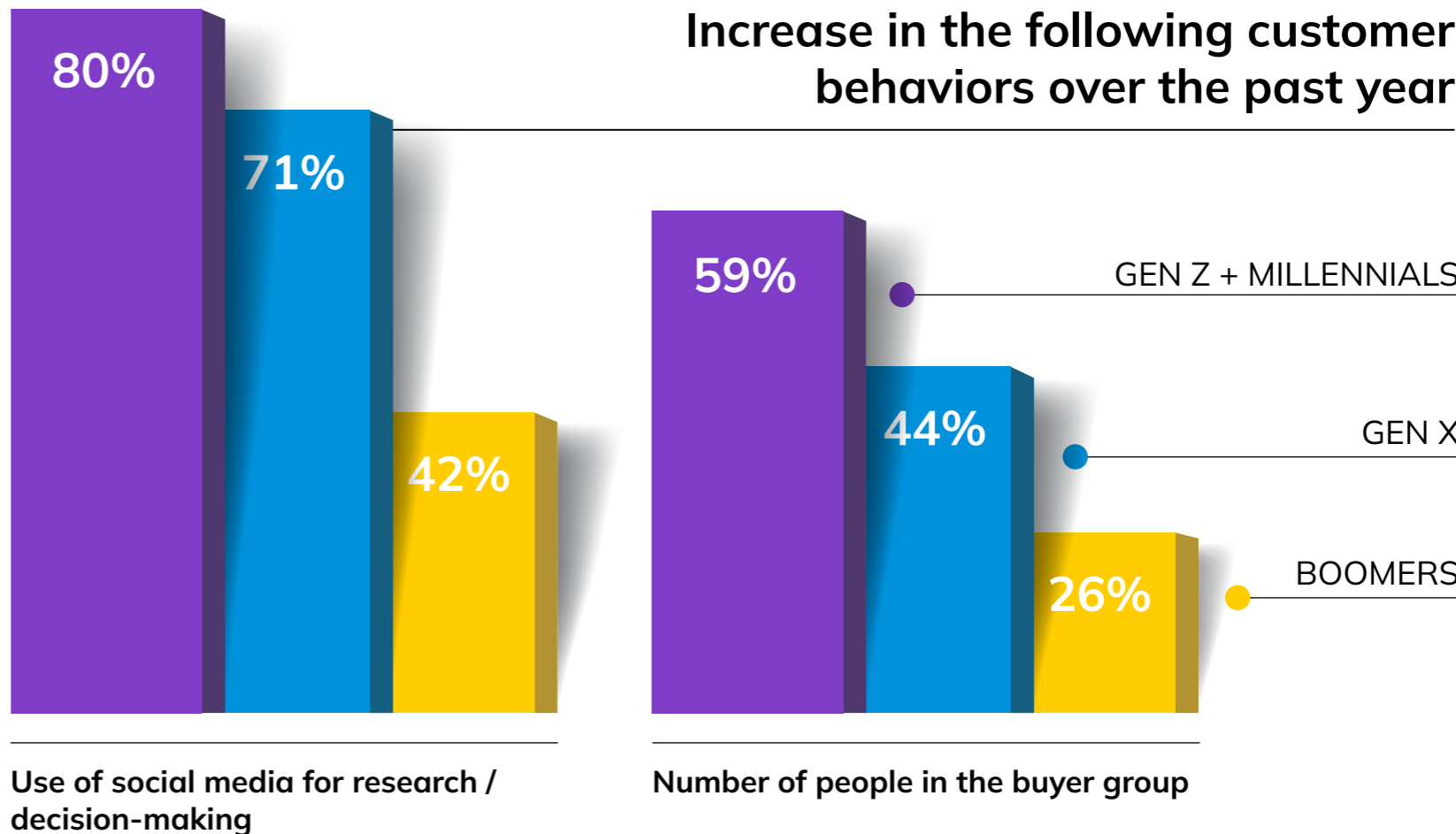
- Boomers: 1946 - 1964
- Gen X: 1965 - 1980
- Gen Z & Millennials: 1981 - 2012



## Changing buyer behaviors

Young marketers excel at interpreting buyer signals, giving them competitive edge.

Gen Z and Millennials are more likely to notice increases in social media use, online research, peer reviews, price sensitivity, and the size of buying groups.



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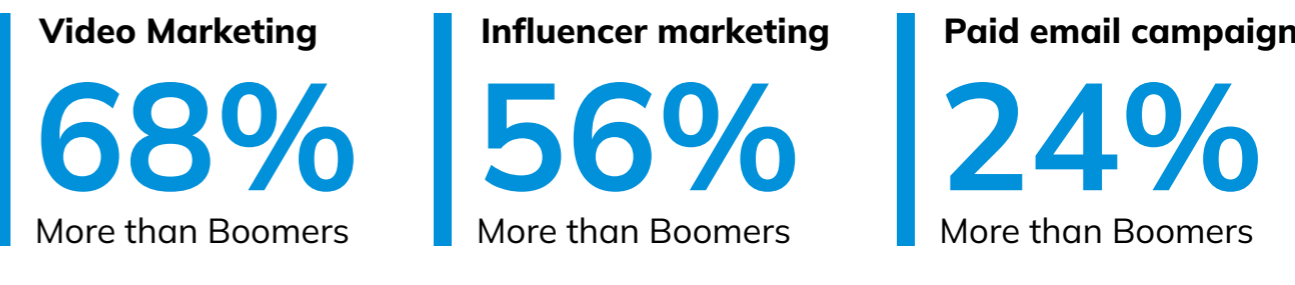
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## Testing new tactics to overcome GTM challenges

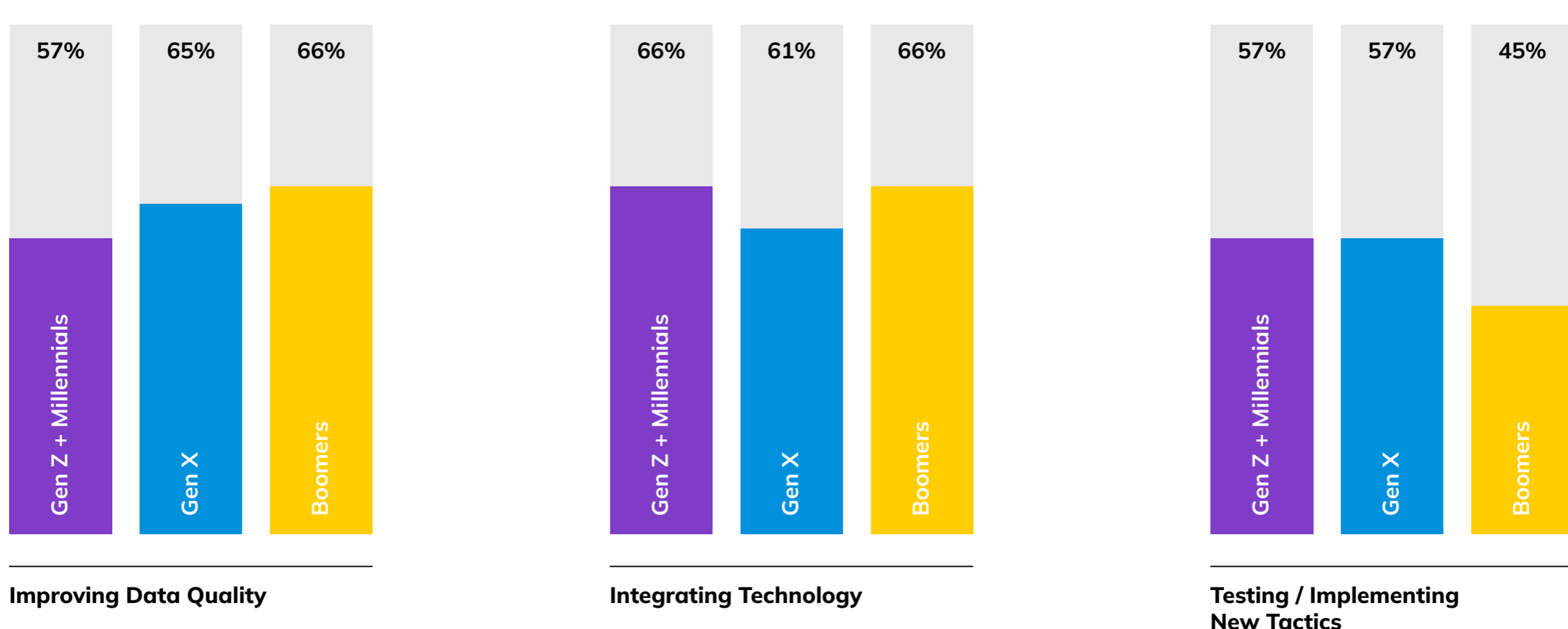


While all ages prioritize data quality, Gen Z and Millennial marketers don't see it as a top challenge for their GTM strategy. Instead, they excel in the evolving B2B landscape by also integrating technology and testing new tactics.

Gen Z and Millennials balance data quality improvements with tactics like...



### Top 3 challenges in executing an effective Go-To-Market strategy

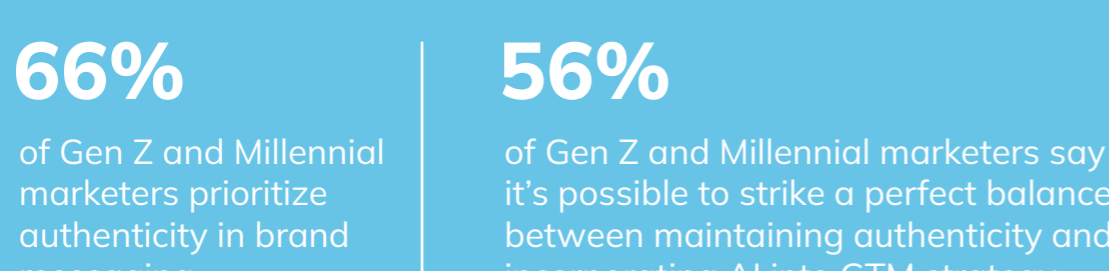


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## Optimism in the age of AI

Younger generations are more optimistic about the positive impact of AI on marketing.

They are more likely to believe that AI will have a positive impact on key marketing factors, including consistency and authenticity.



[GO TO THE TOP](#)



## The future of B2B marketing

Younger marketers are paving the way with innovative tactics and a strong foundation, driving significant revenue increases and optimistic outlooks for the future.

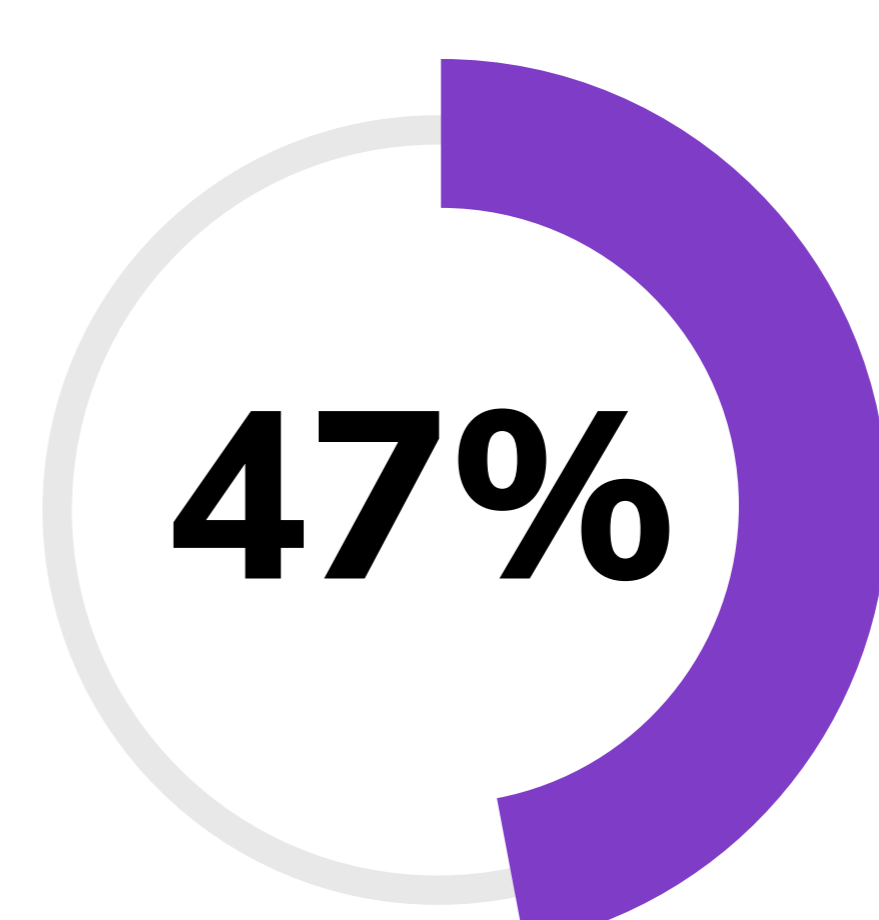
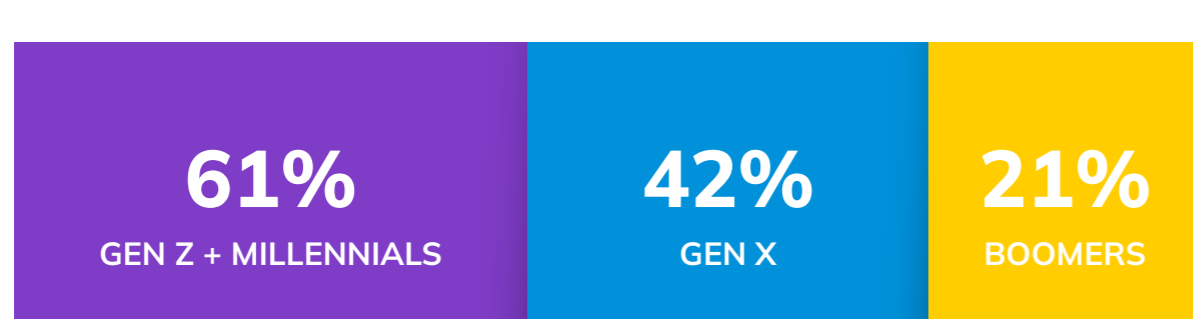
With 47% of Gen Z and Millennial marketers expecting significant revenue growth in 2024, their confidence stems from a deep understanding of buyer behavior and the ability to leverage quality data and integrated technology. These insights empower them to effectively use the right tactics to stay ahead in the evolving B2B landscape.

## Building a marketing team that meets buyer needs

Younger marketers create a positive feedback loop of continuous improvement by staying tuned into their buyers' needs.

They better understand who their customers are and are more likely to be extremely confident in targeting the right personas and ICP compared to older generations.

**Extremely confident targeting the right personas and ICP**



**of Gen Z and Millennial marketers expect a significant revenue increase in 2024**

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Get deeper insights in the **Generational Guide to Gen Z and Millennial Marketers.**

[Get the guide](#)

